

## MAJOR NEW MARKET RESEARCH ANNOUNCEMENT

### ASIA ISLAMIC FINANCE MARKETS

(Kuala Lumpur, Singapore – 5 May, 2014) East and Partners Asia (Singapore) and REDmoney (Kuala Lumpur), are delighted to announce the launch of a first ever demand-side research program, regularly monitoring and forecasting the Shariah compliant business banking markets of Malaysia and Indonesia.

With the Malaysian market alone estimated at US\$130 billion and representing around one fifth of total banking assets in the country, growth has been phenomenal. Bank Negara has publicised an expectation of this growing to 40 percent of total market balances and is attracting an ever accelerating number of players, both specialist Islamic financial services providers and the rapidly growing Shariah compliant subsidiaries of conventional commercial banking groups.

This explosion in demand has seen many players racing to keep up, including even the Japanese banks, and respond to what is now a major component of the region's banking landscape.

The partnership between East and REDmoney is designed to address the complete lack of intelligence and quantitative analysis on demand for such solutions in the business banking markets. East's well established demand-side research methodologies and capability combines with REDmoney's ten year, dominant role in reporting on and delivering highly regarded industry news and events, to produce a world class partnership in delivering high value market analysis and insight for client banks.

Highlights of this new research service include:

- Six-monthly, direct interviewing programs with over 700 corporate borrowers and issuers.
- Deep, quantitative interviews conducted with CFOs and Treasurers.
- Coverage over 90 percent of total market demand.

Key outputs from this exciting new partnership and research include:

- Shariah compliant product penetration today and tomorrow relative to conventional product uptake in:
  - › Bank lending
  - › Equity issuance
  - › Bond (Sukuk) issuance
  - › Deposits & Fixed income
  - › Cash Management
- Market share, wallet share and cross sell.
- Competitive customer satisfaction and advocacy metrics:
  - › Shariah compliant products
  - › Relationship management
  - › Service and support attributes
- Market forecasts by product type, corporate segment and sector.
- Customer views of Shariah compliant financing solutions across their mix of capital management strategies.
- Key drivers of engagement with Islamic finance solutions.
- Mind share and positioning analyses, bank by bank.

First round results from this new six-monthly service will be released to clients and the markets September 2014.

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